

# **Historic, Archive Document**

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1905

THE NEW, MODERN WAY.

1905

T. C. KEVITT'S Wonderful Crops of Strawberries, and how he grows them on the same soil year after year at the least expense.



View showing system of Fibrous Roots on our Plants, Vitality, Force and Energy, Grown in Northern New Jersey, its natural home.

T. C. KEVITT, Athenia, Passaic County, New Jersey.



## VISITORS

Are welcome to our grounds at any time except Sunday. The most interesting time is from June 10th to the 20th, to see our experimental rows of new and old varieties. We do not pick a berry from these rows of plants. These plants are set out for information and study. All new varieties are tested side by side on the same soil. Visitors may examine closely each variety and be entertained and instructed on any subject as to how we grow wonderful crops of strawberries. This season we expect to show on our ground our wonderful seedling, General De Wet, in field culture—about one-half acre.

## INFORMATION.

When ordering be sure to write your name and address plainly, post office, county and state. Be sure to say how goods are to be sent—mail, express or freight. In the early part of March plants go safe by freight. When plants arrive cut the strings and trench the plants at once and let them recover before planting; say one or two weeks, or wait for a good rain, when each plant will hold a ball of earth. This is the only way to have each plant grow and then you can nip out the blossom stems before you set, which will save time and labor.

I warrant my plants to reach you in good condition by mail or express. Be sure to attend on arrival of plants. Don't delay. Heel in at once, single, so they may start to grow in the trench and you will meet with great success with our plants.

True to Label—To use every precaution to have all my plants true, I give no warranty and will not be held responsible for any sum greater than the cost of the original order or plants bought. If the purchaser does not accept the plants on these terms they are to be returned at once.

Packing—All our plants are in bunches of twenty-six, which counts twenty-five, and are packed in damp moss and light open crates, with all crowns free to access of air, which prevents plants from heating while in transit.

Time of Shipment—We commence to dig and ship South during mild weather any time after you receive this catalogue from under our heavy mulch, and as late as May 10, for Northern growers, but it is advisable to order early and state time of shipment. All plants dug early have less foliage and can be packed lighter—a saving of express charges. Plants set early invariably do the best.

Payment in Advance—Goods sent by express C. O. D. only when one-quarter of the amount is sent with the order. Plants by freight must be paid for in full before shipment. Remittances should be made by money order on Athenia, N. J., by registered letter, by check or by express money order. Postage stamps taken for fractional parts of dollar. Foreign customers will please remit by money order on Athenia, N. J.

Special Express Rates—Be sure to get twenty per cent. less than merchandise on your plants before you pay the express charges.

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**T. C. KEVITT,**

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**ATHENIA, N. J.**



**V**IEW OF A FIELD OF GLEN MARY retained for nine seasons; has yielded wonderful crops each season. This great improvement of building up an old fruiting bed with strong, vigorous plants, full of energy and vitality, with a system of all young fibrous roots is the power which will unfold a wonderful crop of strawberries the next season. This building up proved to be so profitable to me the past season that I built up over seven acres. It is far in advance of the unfruitful old plants which have nothing but a mass of dead, wiry and decayed roots with a few new roots near the crown or surface which are sure to heave very often in the spring. We may see these old plants with the roots exposed from one to three inches. What may we expect under such conditions at fruiting time? In case of drought only nubbins. Even at first pickings the cost is the same to grow a light crop—picking, baskets and marketing. Why not grow the large, wonderful crops from young, well-rooted plants that will stand a drought and bring a prolific crop to perfection?

The cost per acre to retain or build up after fruiting season—July 1st we start to cut out with a sharp hoe plants in the matted rows, leaving one plant every twelve inches apart in the original straight rows. Our rows are two feet six inches apart.



When all superfluous plants are destroyed or cut out we rake out from the rows the old plants and cart out with a barrow and burn them. In this way we destroy all fungus, root lice and other pests liable to remain in the field ready to attack the plants in Spring.

As soon as all plants are cut out we start the cultivator through the rows to loosen up the soil and hoe some soil to each plant same as you would corn, as all old plants make young roots near the surface. About August 1st these plants throw out strong runners and sets which fill up our field again with all young, strong, vigorous plants, full of life, striking root again in a loose, mellow soil. The advantage of building up is, our rows do not mat up as thick as Spring set plants. Each plant seems to be spaced all over about three inches apart. Estimate—one man six days cutting out plants at \$1.50 per day, carting out destroyed plants one-half day, cultivation once a week, and weeding, mulching for winter protection, labor, carting, Spring cultivation and weeding—total cost per acre ready for the pickers, \$39.50.

Compare our modern way and the cost per acre to reset an acre of new plants : Cost of plants, ploughing, setting, cultivating, cutting blossoms, hoeing, manure, mulching—total cost per acre ready for the pickers, \$71.64. And no returns the first season. Our new modern way to build or renew strawberries practically assures—placing low yield each season—five thousand quarts per acre at a net price of five cents per quart, amounting to two hundred and fifty dollars per acre. The total cost of raising the crop is figured at about \$39.50, leaving a net profit of two hundred and ten dollars and fifty cents per acre.



NOONDAY REST.

VANDALIA, Michigan, May 25th, 1904.

MR. KEVITT,

Dear Sir:—Well, as I have never written to you about the strawberry plants I thought I would wait till they began to grow and give you a good report. The plants arrived in good shape ; they were nice and fresh. Thanks for General De Wet.

Yours respectfully,

Mrs. THOS. HOGUE.



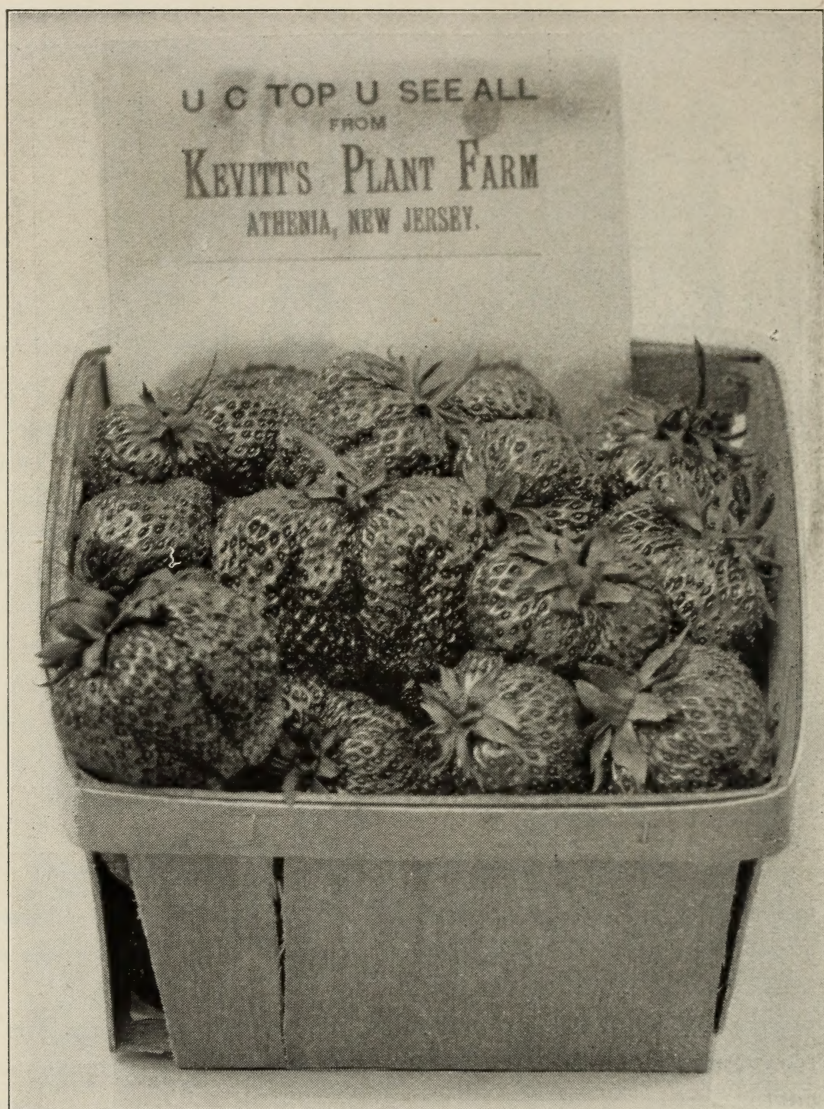
## VIEW OF OUR PLANTS.

They tell the story of great crops. The plants with the greatest number of feeding roots are the best evidence. A system of fibrous roots full of life and energy are the great storehouse of power to grow wonderful crops of strawberries.

The Cause of Fibrous Roots to our Strawberry Plants—Nature urged me to cover or mulch strawberry plants before frost enters the soil, which acts as a protection from cold, prevents freezing and thawing, and the consequent lifting of the plants ("heaving out") which causes all fibrous roots to snap off. We use strawy manure from the horse stable at the rate of thirty tons to the acre.

The plants in the above cut show samples of our plants. The advantage of, fibrous roots is to support the plant when the heavy strain of fruit production comes on. Just at this critical time upon it hinges the success of the crop—it's no secret; simply a matter of business in planting fibrous rooted plants, the great searchlight for plant food. The eyes of our berry growers are on these fibrous roots. Our plants deserve to be in a class by themselves.





PLAN FOR ADVERTISING FANCY BERRIES.

The above figure shows a quart basket of Glen Mary strawberries, as grown by T. C. Kevitt, of New Jersey. He has been especially successful with this as a market variety. The label shown is a strip of parchment paper about eight inches long and four wide. It is laid on the bottom, the berries are piled on it, and the printed part sticks out. The idea is to guarantee that the fruit is honestly packed. Every berry in baskets bearing this label is picked by the stem and laid in the basket, not dropped in. But how is it possible to get the picking done in this way? Mr. Kevitt has found that for very choice berries hiring the picking done at so much a quart is not satisfactory. He now hires by the day, giving \$2 for eight hours, with no deduction for time lost by showers. He pays a foreman \$3 per day to do nothing but inspect the work. He keeps on the move and holds the pickers strictly to their instructions. This seems like expensive business, but it puts up the berries in such shape that they can be depended upon. These berries are expected to wholesale at an average of 18 or 20 cents for the season, and it is quite probable that all that get here in good condition will, but they must be disposed of quickly and without much handling. A little shaking up removes the gilt-edge look and puts them in the same class as thousands of quarts of common fruit.—Rural New Yorker.

Send two cent postage stamp for sample sheets of U C Top U See All.





**Highest Award  
FOR OUR PLANTS  
at the  
Pan-American Exposition**



## Description of Varieties.

**The Varieties of the greatest value now growing on our ground are:**

### **BISMARK.**

is a safe pollenizing berry; it has desirable qualities of Hubach and superior to it in flavor. Bismark grows much finer, in fact it beds up better. It will produce a larger yield per acre. I find it a very prolific variety. It brings a wonderful crop to perfection. It is a vigorous grower. The berries are scarlet color and ripen all over at once; the berries are very firm and an excellent shipper.

### **GLEN MARY.**

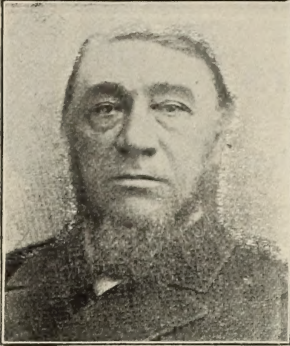
*(Perfect Flowering.)*

This great variety was first introduced by Mr. W. F. Allen, of Maryland, from whom we bought our original stock, and I must say as long as I have grown strawberries Glen Mary has shone like a meteor all these years, towering above all varieties we have ever fruited on our grounds. The yield per acre is enormous. Every season visitors to our grounds say it is wonderful; it has proven to be one of the leaders the country over; in size it is large to very large, and one of the most productive ever grown; it makes strong, sturdy, healthy plants that are amply able to mature its immense load of fruit; it is firm to make it one of the best shipping berries and is one of the best in quality. In 1902 it yielded on our grounds at the rate of twenty thousand quarts per acre; for the last nine seasons it has averaged a net profit per acre of five hundred and sixty-eight dollars. On page 4 we show a quart box of Glen Mary—twenty-four berries fill the box. It is certainly worthy of a trial. I do not hesitate to recommend it to all my customers.

### **UNCLE JIM.**

*(Perfect Flowering.)*

A great western new strawberry of merit. Plants remarkably robust, with large, healthy foliage. Plants full of life and energy and a reliable producer of extra large berries of a bright beautiful red color and of the choicest flavor. On account of the large size, handsome appearance and fine flavor the fruit brings twenty-five per cent. more than other varieties. We wish to thank Flansburgh & Peirson for introducing such a money maker as Uncle Jim. Our beds are a sight to see. When fruiting Uncle Jim produces every two feet a box of berries at one picking from an eight inch matted row, the only way we grow Uncle Jim for good results.



### OOM PAUL

The New Strawberry, the flower of the World.

Six Berries fill a Quart.

## OOM PAUL

(Perfect Flowering.)

The Grand Monster, the Largest Strawberry—This is the largest berry I have ever fruited. I. S. Palmer, of Stuyvesant, N. Y., is the originator. The first season we fruited Oom Paul we sold every box for 25c. each. One quart box was sold for ten dollars. Six berries filled the box. Although the Oom Paul has only recently been offered to the public yet it is already famous. From flattering reports we receive from customers who bought plants from us, the berries are luscious, and of immense size. They are very firm for so large a berry. In general it is wedge shape, flesh dark red to the core, of delightful aroma, rich, juicy and luscious. The seeds are but slightly imbedded, which adds to its firmness. The color is of a rich, dark red, colors all over at once, and its large, green calyx greatly adds to the attractiveness of the fruit. In productiveness the Oom Paul strawberry is truly a marvel, both in size and quantity. The splendid large berries are borne on stiff, stout stems, and ripen in succession for a long period from mid-season, holding up its size to the last berry and every berry coming to maturity. The plants are vigorous, healthy and hardy, throwing out strong runners. The foliage is of the largest, which protects the choice berries from sun scald. Our stock this season is ample to supply all demands. We all take off our hats to the Oom Paul strawberry, as it is one of our leaders.

## WILLIAM BELT.

(Perfect Flowering.)

This variety subject to rust; a luxuriant grower; healthy and hardy; very productive and the berries are very large. It has produced enormous crops on our grounds; the color is a glossy red all over; it is as firm as any ordinary berry and of better flavor than is often found in large varieties.

## PRESIDENT.

(Pistillate.)

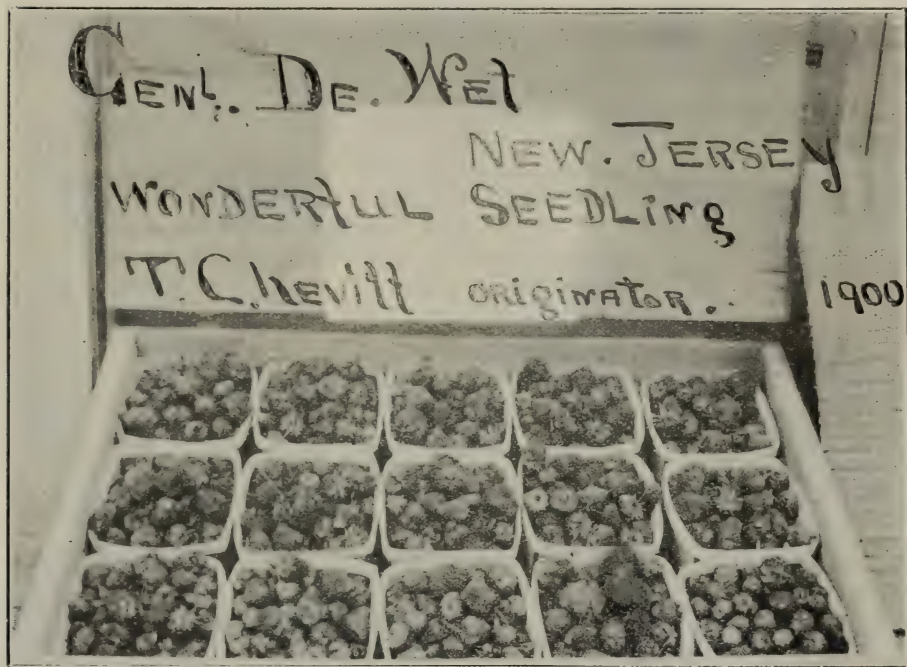
A New Jersey seedling which we have fruited for two seasons. The President is a strong grower with luxuriant dark foliage; fruit stalks stout, carrying large clusters of beautiful berries, uniform in shape, almost round; of large size; flesh, solid; color, rich crimson; productive and produces fancy fruit.

## GREAT RUBY.

(Pistillate.)

This new strawberry introduced by P. Henderson & Company has proven to be one of the most popular strawberries. Large, richly clored; fine flavor—strawberries for the home table. Fruit is of uniform shape and lustrous; crimson color. Plants are very healthy, thrifty growers inclined to stool. A very valuable variety to grow in hills. We have a fine lot of plants for this coming season.





This new seedling strawberry has proven to be one of the finest varieties we have ever introduced and we predict that it will become very popular, particularly among those who desire the most uniformly handsome and large, richly colored. Visitors to our grounds last season were amazed to see the beautiful reflection upon the surface of each berry, a wonderful sight to behold. Fourteen years' experience in testing and hybridizing has taught us that no variety could we send out with such abiding confidence. The vines are very healthy and vigorous, remarkably productive, and of uniform shape—the most perfect shape of any berry on our grounds. This berry is of a deep, lustrous color, and above all the rich, luscious flavor, with a dark green hull, makes it one of the most attractive to demand big prices on the market. The greatest value is that General De Wet is entirely frost proof—when all varieties are in full bloom General De Wet is still in bud. We claim it to be a late berry. We have so much confidence in this new berry, after four seasons' fruiting, that we set out last August half an acre. All customers who try our General De Wet the coming season—one or more plants—and who after seeing them fruit in 1906, shall inform us before August 1st, 1906, that they do not consider them worth the money paid for the plants, we will return the amount of purchase price. General De Wet is a pistillate and needs a perfect flowering to fertilize. We have reduced the price so that all plants of General De Wet will be sent by mail: Three plants for 25c., six plants for 50c., twelve plants for \$1.00, 100 plants for \$5.00.

### **SAMPLE.**

One of our berry growers in this county realized one thousand dollars from one acre of Sample berries. On our grounds single plants set out in August yield a full quart to each plant the next season. It is the most prolific berry on our grounds. The plant is a vigorous grower, very productive, uniform in size, medium large texture and firm, making an excellent shipper. The berries color all over at once and look very pretty in the basket. This is one of the best strawberries, for large size, good quality and large yield that has ever been offered to the American people. On our grounds it yields at the rate of 15,000 quarts to the acre. Plant Sample liberally; you will not regret it. My stock this season is large and I hope to have enough to fill all orders.

### **NEW YORK,**

*(Perfect Flowering.)*

the big strawberry. This is the strawberry raised by a New York lady that captured W. F. Allen's prize of \$100 in gold offered by him for any berry that would surpass the Glen Mary. We have grown New York extensively each season as one of our best and most prolific. It should be grown in narrow matted rows for best results. The plant is an unusually robust grower, making but few runners, throwing its strength and vigor into the magnificent berries which in consequence are produced in great abundance and are of immense size, sometimes measuring over seven inches in circumference. In form they are very handsome and regular, of a rounding conical shape; color, crimson; deliciously rich and melting. New York is a fancy berry; it sells for the highest prices, bringing from 14 to 16 cents per quart in our local market. For exhibition it is especially desirable; for a local market it is one of the best to plant.

### **JOE.**

*(Perfect Flowering.)*

Fruited on our grounds for three seasons and has proved to be a great berry. We set out last August four thousand plants. Here is a berry that will take the place of Gandy for lateness and for firmness. The berries are beautiful, very prolific. Each berry has a dark green hull. Plants, a most vigorous grower. We are very much in love with Joe as a money maker; be sure to try it.

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### **Brief Directions for Culture.**

Strawberries require rich, well tilled soil; the plants should be set 15 inches apart in rows 2 feet apart; 100 plants will plant 4 rows, 30 feet long; an acre requires 14,520 plants if set at the above distance, but for horse cultivation they should be set 2 feet apart, in rows 3 feet apart, requiring 7,260 plants for an acre. Firm the plants well in the soil, keep thoroughly cultivated and cut off all runners. In the middle of December cover the beds to a depth of 3 inches with salt meadow hay, straw or leaves. In April, as soon as the plants show an indication of growth, push the coverings away from the plants to allow them to come up through. This "mulching" protects the plants from the cold in winter and the heat in summer, keeps the fruit clean, and prevents the growth of weeds.

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### **Notice.**

On orders amounting to 3,000 plants I will allow a discount of 5 per cent.; 5,000 plants, 10 per cent.; 10,000 plants, 15 per cent.; 20,000 plants, 20 per cent. This discount I can allow only from my regular Layer Plant list and no discount from our collections.





BEFORE PLANTING LARGELY TEST THE NEW VARIETIES  
IN A SMALL PLOT. DON'T COST MUCH.

## Our Collection Lists

All plants offered in the collections are the same as if you selected from our regular list. Why we offer plants in our collection at reduced prices is, we have acres of them. Can send you samples of our plants by mail at any time for 10c in postage stamps.

### Collection No. 1.

By mail for \$1.00.

- 12 Joe.
- 12 Oom Paul.
- 12 President.

### Collection No. 2.

By mail for \$1.00.

- 12 Great Ruby.
- 12 Lester Lovett.
- 12 Oom Paul.

### Collection No. 3.

By mail for \$1.00.

- 12 President.
- 12 Oom Paul.
- 12 Joe.

### Collection No. 4.

By mail for \$1.00.

- 12 McKinley.
- 12 Lester Lovett.
- 12 Climax.

### Collection No. 5.

By mail for \$1.00.

- 12 Hathway.
- 12 Texas.
- 12 Commonwealth.

### Collection No. 6.

By mail for \$1.00.

- 12 Midnight.
- 12 Dunlap.
- 12 President.

### Collection No. 7.

By mail for \$1.00.

- 12 Oom Paul.
- 12 Miller.
- 12 Hubach.

### Collection No. 8.

By mail for \$1.00.

- 12 Uncle Jim.
- 12 Joe.
- 12 Sample.

### Collection No. 9.

By mail for \$1.00.

- 12 Oom Paul.
- 12 Joe.
- 6 General De Wet.

### Collection No. 10.

By mail for \$1.00.

- 12 New York.
- 12 Kansas.
- 6 General De Wet.

SARATOGA, N. Y., 10-19, 1904.

MR. T. C. KEVITT,

Dear Sir:—Your postal is at hand and also received the strawberry plants all O. K. and in fine condition. I am very much obliged to you for the General De Wet.  
R. F. D. No. 1.

JAMES WHITE, SR.

ASBURY PARK, N. J., April 30th, 1904.

MR. T. C. KEVITT,

Dear Sir:—Received plants Monday in fine order.

Yours truly, H. AND G. MARTIN.



## Price List

of our fibrous-rooted layer plants, fresh dug and shipped same day. Those marked (P) are imperfect flowering.

	12 by mail. Postpaid.	100 by ex. Not paid.	1,000 by ex. Not paid.
Aroma.....	\$0 25	\$0 50	\$3 00
Bismark.....	25	50	2 50
Brandywine.....	25	50	3 00
Bedar Wood.....	25	50	3 00
Challenge.....	50	1 50	
Early Hathway.....	50	1 50	
Excelsior.....	25	50	3 00
Fairfield.....	25	50	3 00
Gandy.....	25	50	3 00
Glen Mary.....	25	50	2 50
Haverland (P).....	25	50	3 00
Jessie.....	25	50	3 00
Kansas (P).....	25	50	3 00
Louis Hubach.....	25	50	3 00
Lester Lovett.....	25	50	3 00
Marie (P).....	25	50	3 00
Marshall.....	25	50	3 00
Miller.....	25	50	3 00
Midnight.....	25	50	3 00
New York.....	25	50	3 00
Joe.....	50	1 00	5 00
Reba.....	50	1 00	5 00
Oom Paul.....	25	50	3 00
Sample (P).....	25	50	2 50
President (P).....	25	50	3 00
Wm. Belt.....	25	50	3 00
Henderson Ruby.....	25	50	3 00
Hunn.....	25	50	3 00
Uncle Jim.....	25	50	2 50
Sharpless.....	25	50	3 00
Rough Rider.....	25	50	3 00
McKinley.....	25	50	3 00
Clyde.....	25	50	3 00
Texas.....	25	50	3 00
Epicure.....	25	50	3 00

Grow your own strawberries and eat them fresh. If you wish plants by the 100 to go by mail add twenty-five cents per hundred for postage. In ordering dozen lots to go by express, you may deduct 5 cents from each dozen.





A FIELD OF GLEN MARY.

Our main crop for big money. The most profitable one to grow. Glen Mary will surprise you. Pockets full of money if you grow Glen Mary.

## COLLECTIONS BY EXPRESS.

We dig and ship the plants at once if so desired, or book your order and ship plants at date named in your order.

### Collection No. 11.

By express for \$1.00.

- 25 Oom Paul.
- 25 President.
- 25 Sample.
- 25 Glen Mary.
- 25 Joe.
- 25 Glen Mary.

### Collection No. 12.

By express for \$1.00.

- 25 Lester Lovett.
- 25 Joe.
- 25 Oom Paul.
- 25 Sample.
- 25 Marshall.
- 25 Kansas.

### Collection No. 13.

By express for \$1.00.

- 50 Oom Paul.
- 50 Glen Mary.
- 50 Sample.
- 50 New York.
- 50 Bismark.
- 50 Uncle Jim

### Collection No. 14.

By express for \$1.00.

- 50 Ridgeway.
- 50 Oom Paul.
- 50 Sample.
- 50 Lester Lovett.
- 50 Great Ruby.
- 50 Glen Mary.

### Collection No. 15.

By express for \$1.00.

- 100 Oom Paul.
- 100 Sample.
- 100 New York.

### Collection No. 16.

By express for \$1.00.

- 100 Uncle Jim.
- 100 Glen Mary.
- 100 Oom Paul.

### Collection No. 17.

By express for \$1.00.

- 150 Sample.
- 150 Glen Mary.

**Collection No. 18.**

By express for \$1.00.

150 Oom Paul.

150 Glen Mary.

**Collection No. 19.**

By express for \$1.00.

200 Oom Paul.

200 Sample.

**Collection No. 20.**

By express for \$1.00.

200 Glen Mary.

200 Oom Paul.

**Collection No. 21.**

By express for \$1.00.

250 Sample.

250 New York.

**Collection No. 22.**

By express for \$1.00.

250 Glen Mary.

250 Uncle Jim.

**Collection No. 23.**

By express for \$1.50.

200 Glen Mary.

200 New York.

200 Oom Paul.

**Collection No. 24.**

By express for \$1.50.

200 Sample.

200 Marshall.

200 Glen Mary.

**Collection No. 25.**

By express for \$2.00.

200 Glen Mary.

200 Uncle Jim.

200 Kansas.

200 Sample.

**Collection No. 26.**

By express for \$2.00.

200 New York.

200 Glen Mary.

200 Sample.

200 Uncle Jim.

**Collection No. 27.**

By express for \$2.50.

350 Sample.

350 New York.

300 Oom Paul.

**Collection No. 28.**

By express for \$2.50.

350 Glen Mary.

350 Uncle Jim.

300 Kansas.

**Collection No. 29.**

By express for \$3.00.

500 Oom Paul.

600 Glen Mary.

**Collection No. 30.**

By express for \$3.00.

600 Sample.

500 Glen Mary.

**Collection No. 31.**

By express for \$3.50.

500 Uncle Jim.

500 Glen Mary.

200 Oom Paul.

**Collection No. 32.**

By express for \$3.50.

500 Sample.

500 Glen Mary.

200 Kansas.

**Collection No. 33.**

By express for \$4.50.

1,000 Glen Mary.

1,000 New York.

**Collection No. 34.**

By express for \$4.50.

1,000 Uncle Jim.

1,000 Sample.

**Collection No. 35.**

By express for \$6.50.

1,000 Glen Mary.

1,000 Marshall.

1,000 Oom Paul.

**Collection No. 36.**

By express for \$6.50.

1,000 New York.

1,000 Glen Mary.

1,000 Sample.

**Collection No. 37.**

By express for \$8.00.

2,000 Glen Mary.

2,000 Sample.

**Collection No. 38.**

By express for \$8.00.

2,000 Uncle Jim.

2,000 Glen Mary.

**Collection No. 39.**

By express for \$9.00.

2,500 Sample.

2,500 Ridgeway.

**Collection No. 40.**

By express for \$9.00.

2,500 Glen Mary.

2,500 Oom Paul.

**Collection No. 41.**

By express for \$10.00.

2,000 Jessie.

2,000 Glen Mary.

1,000 Sample.



**Collection No. 42.**

By express for \$10.00.

2,000 Glen Mary.

2,000 Sample.

1,000 New York.

**Collection No. 43.**

By express for \$12.00.

3,000 Glen Mary.

3,000 Sample

**Collection No. 44.**

By express for \$12.00.

4,000 Uncle Jim.

3,000 Oom Paul.

**Collection No. 45.**

By express for \$14.00.

4,000 Glen Mary.

4,000 New York.

**Collection No. 46.**

By express for \$14.00.

4,000 Sample.

4,000 Glen Mary.

**Collection No. 47.**

By express for \$16.00.

5,000 Glen Mary.

5,000 Uncle Jim.

**Collection No. 48.**

By express for \$16.00.

5,000 Oom Paul.

5,000 Sample.

**Collection No. 49.**

By express for \$24.00.

7,000 Uncle Jim.

7,000 Glen Mary.

**Collection No. 50.**

By express for \$24.00.

7,000 Sample.

7,000 Glen Mary.

**Collection No. 51.**

By express for \$26.00.

8,000 Glen Mary.

8,000 New York.

**Collection No. 52.**

By express for \$26.00.

8,000 Sample.

8,000 Uncle Jim.

**Collection No. 53.**

By express for \$35.00.

10,000 Glen Mary.

10,000 Sample.

**Collection No. 54.**

By express for \$35.00.

10,000 Uncle Jim.

10,000 Sample.

Should at any time any of our customers have just complaint we should like to have full particulars and will go out of our way to remedy any wrongs.

## Number of Plants Required to Set an Acre of Ground at a Given Distance.

Rows	24 inches apart, plants	12 inches apart in row,	21,780
"	30	"	17,424
"	36	"	14,520
"	42	"	12,446
"	48	"	10,890
"	24	"	17,424
"	30	"	13,939
"	36	"	11,616
"	42	"	9,953
"	48	"	8,712
"	24	"	14,520
"	30	"	11,616
"	36	"	9,860
"	42	"	8,297
"	48	"	7,260
"	24	"	10,890
"	30	"	8,712
"	36	"	7,260
"	42	"	6,223
"	48	"	5,445
"	24	"	8,712
"	30	"	6,969
"	36	"	5,808
"	42	"	4,976
"	48	"	4,356

The Roots of an Old  
Strawberry Plant.



MR. T. C. KEVITT,  
Athenia, N. J.

GOOD HOPE, Ohio, 4-4, '04.

Dear Sir :—I have the strawberry plants nicely heeled in a sandy loam and will so hold them until the ground is in good condition to plant (very wet now). I want to thank you for the nice manner of your packing; also for the General De Wet plants. I will give the General De Wet plants an extra chance and report to you results in 1905. One thing I especially notice in your plants is the thickly matted fibrous root system and in size even average run of plants, all being large, thrifty plants. They pleased me very much. Please send me your catalogue of Winter of 1905. I shall want several thousand plants in the spring of 1905.

Respectfully yours,

JOHN H. JAMES.

I started the plant business in 1889 and there has never been a change. My business was started on the principle to furnish the best at reasonable prices and to be reliable and prompt in delivery of goods and treatment of customers. The results are that we are recognized leaders in the plant line.





The Roots of a Young  
Strawberry Plant.

T. C. KEVITT,  
Athenia, N. J.

FALLS CHURCH, Va., 4-15, 1904.

Sir:—The plants ordered reached me in the best condition. They were the best packed of any plants I ever received: was surprised to find the General De Wet plants. Thanking you for them and also for the liberal count of those ordered.

Very truly,

E. T. KIRBY.

HAZLETON, Pa., Aug. 24, 1904.

Plants received all right—10,000. Will set them out tomorrow.

Yours very truly,

W. W. JAMES.

T. C. KEVITT, Esq.

NORWALK, Conn., Aug. 15, 1904.

Dear Sir:—My plants came to hand on 11th inst. in good order and more than full count. Thanks.

Yours, etc.,

H. A. CORNELL.

T. C. KEVITT,  
Athenia, N. J.

MIDDLE GRANVILLE, N. Y., Aug. 29, 1904.

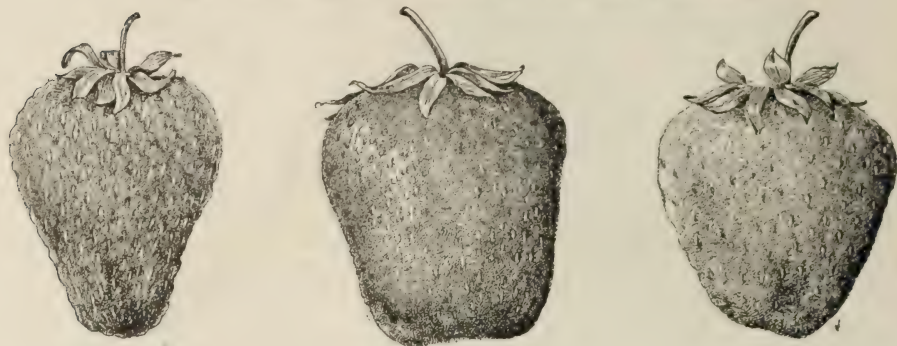
Dear Sir:—I received the plants all right; they were nice, thrifty plants. Thanks for extra plants,

Yours truly,

ALONZO WOODBELL.

## KEVITT'S POT GROWN STRAWBERRY PLANTS

A Full Crop of Luscious Fruit Next Season.



Plants set out in August or September will bear a full crop next season, and are much superior to layer plants. No loss of roots in taking them up. They can be shipped safely to distant parts of the United States and can be transplanted at any season. Such sorts as Sample, Oom Paul, Glen Mary, New York and Joe, yield almost a quart to each plant if set out in August and the runners clipped.

Our pot plants will be well rooted by July 25.

### Prices of Kevitt's Pot Grown Plants.

VIA EXPRESS ONLY.

	Per doz.	Per 100.	Per 1,000.
Glen Mary.....	\$0 50	\$2 50	\$20 00
Sample (P) .....	50	2 50	20 00
Oom Paul.....	50	2 50	20 00
New York.....	50	2 50	20 00
Climax .....	50	2 50	20 00
Uncle Jim.....	50	2 50	20 00
General De Wet.....	50	3 50	25 00
Brandywine.....	50	2 50	20 00
Marshall.....	50	2 50	20 00
President.....	50	2 50	20 00
Sharpless.....	50	2 50	20 00
Wm. Belt.....	50	2 50	20 00
Lester Lovett.....	50	2 50	20 00
Gandy.....	50	2 50	20 00
Great Ruby.....	50	2 50	20 00
Hunn.....	50	2 50	20 00
Bismark.....	50	2 50	20 00
Nic Ohmer.....	50	2 50	20 00

### Copy of Certificate of Inspection.

A Certificate of Inspection will be sent with every shipment, and where State laws require it stock will be fumigated with hydrocyanic gas of the strength usually employed for that purpose.





Showing Section of California Privet Hedge.

## CALIFORNIA PRIVET.

*Ligustrum Ovalifolium.*

**Beautify Your Surroundings!** Remove the unsightly fence; enhance the value of your property by planting a California Privet Hedge, the most remarkable, desirable and popular ornamental hedge-plant in existence. It is recognized as the ideal hedge plant, thriving in all soils, situations and under all conditions, in low-land or upland, in sun or in shade, under the drip of trees, in poor soil almost as well as in rich. The smoke of factories or railroads does not affect it, consequently it is doubly valuable. Especially adapted to seashore planting, where it luxuriates and grows in all its vigor, the salt air giving the foliage a vivid green coloring. Many handsome hedges of Privet, pruned in various forms, may be seen along the coast from Cape May to Newport.

We have a very superior stock of strong, healthy, well-rooted plants of our own growing to offer at the following prices :

1 year old, 12 to 18 inches.....	\$1 75 per 100	\$15 00 per 1,000
1 " " 12 " 20 " .....	2 50	" 20 00 "
2 " " 18 " 24 " .....	3 00	" 30 00 "
2 " " 2 " 3 feet .....	5 50	" 50 00 "
2 " " 3 " 4 " .....	6 00	" 50 00 "

**T. C. KEVITT,**

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**ATHENIA, N. J.**





Twelve Plants of NEW HOME for 50c by mail.

From KEVITT'S PLANT FARM, ATHENIA, N. J.

August 1st—100 Potted Plants of NEW HOME  
for \$2.50.



"NEW HOME"

This great shipping and keeping berry has been thoroughly tested for six years. It has been grown by the acre and shipped by the car load. It has a record of great productiveness, uniformly large size, and unsurpassed keeping qualities. (Excelling even the Hoffman in this respect.) Does not need to be picked oftener than three times a week, and for market that can be reached in 12 to 24 hours, twice a week is sufficient. No trouble to get pickers. Grow the "NEW HOME" and let your competitors do the worrying about getting their crop marketed.

CONANT & BEAN,  
FOREIGN AND DOMESTIC  
Fruit and Produce,  
15 FANEUIL HALL MARKET,  
North Side,  
H. S. BEAN. H. M. KENDALL



*Boston,* October 29th, 1904.

Mr. W. F. Allen,

Salisbury, Md.

Dear Sir:

Understanding that you are to offer your berry the "New Home" to growers this season, we wish to give you our experience with it, also the opinion of those to whom we made sales. The first consignment we received were thought to be Gandys, only it was remarked by all that they were much brighter and firmer than they had ever seen before, even for this variety.

We sold this particular lot mostly to retailers and without exception, they pronounced it the best and most satisfactory berry they had ever handled.

Since then we have sold to wholesale buyers from outside cities and towns as far as Portland Me. and have heard nothing but good reports concerning it. Many retail dealers have told us that after keeping them in their stores two and three days, they were just as bright and firm as when they received them. Everything considered, we think it is the best berry we know of for shipping long distances and predict for it, great popularity and success.

Very truly yours,

Diet. H. H. K.

*Conant & Bean*

Messrs. Conant & Bean have sold a considerable quantity of the "NEW HOME" Strawberries to out of town trade, and here is a letter received by them from one of their customers in Portland, Maine:

Portland, Maine, Nov. 11th, 1904.

Messrs. Conant & Bean,  
Boston, Mass.,

Gentlemen:—Replying to your inquiry as to our opinion of the "NEW HOME" Berry, shipped you by W. F. Allen, and which we have purchased of you, would say that this berry is, in our judgment, a first-class one for carrying long distances and for re-shipping purposes. It has arrived in Portland after a trip of four hours by express, in good condition, and has stood up well afterwards. Another good point is the holding of the color as we have found to be the case with this berry. We think well of it.

Very truly yours,

L. B. Griffin Fruit Co.

Fac-simile of original of above letter will be found on page 4, Spring Catalogue, 1905. It must be remembered that the berries above referred to, were picked in Salisbury, and shipped over 500 miles by freight to Boston, being two nights and one day on the road, arriving in Boston the second morning, then sold and re-shipped to Portland, Maine, by express. If you grow berries for market, you need the "NEW HOME."







**A single plant of GEN'L DE WET variety.**

**The berries reflect as a mirror the image of a face before it;  
as does water in a vessel [or stream when undisturbed.**